

# Easter Week

Springtime Shopping Goes Briskly On at the "Popular"—New Modes—High Quality—Attractive Prices; a Trinity That Means Another Busy Week

**March 28**

**Is Palm Sunday**

and Palm Sunday is observed as the anniversary of the entering of Jesus Christ into Jerusalem. At that time Palms were spread upon the ground in preparation for His coming.

**The Next Sunday Is Easter**

and what mightier thought is there than to be kind—to those who are physically and spiritually hungry?—to those upon whom the Almighty showers His blessings without respect to whether they are great or small, rich or poor, just or unjust.

**JUSTICE, FAIRNESS, SERVICE**

are the fundamental principles upon which all great and successful business institutions should be built and we shall ever adhere to these principles until we reach the high goal which we set out to reach.

**THE POPULAR DRY GOODS CO.**

has more to offer than just merchandise. We offer a service that is as good as we have up until the present time been able to make it. We offer that Fairness, Service and Justice to all alike. We rely upon these things coupled with qualities of goods, assortment of goods and certainties of their values, and the sureness that the people receiving them are getting full value for their money.

THOSE WHO LOOK to the "Popular" for the new, will, as usual, not look in vain. Now, as ever, we are ready with a superb gathering of those modes which have passed Fashion's censorship. There is no experiment in making selections at the "Popular," for nothing is shown but what is absolutely authentic:

All Telephone Lines Lead to the "Popular"—Call 3300

## Bridal Wear

Especially effort has been made to assemble here a representative collection of apparel for the spring bride. Styles and materials that appeal to all women who admire the beautiful. Much latitude is given in variety. Aside from the Suits, Dresses and Millinery, we have given special attention to the selecting of all the smaller accessories of dress.



## Exceptional Suits, \$34.50 up.

Suits of serge and gabardine, of homespun and checked materials, of silks in great variety and of silk and serge in the most effective combinations of the season. All the short jaunty coats, the new belted styles, the newest of the wide skirts—all are in this collection, in black, in blue, in the new grays and mastic shades, brown and green; with pretty braids and buttons, lovely touches of hand-embroidery, and little individual notes in collar and sleeves.

## Spring Suits, \$15 to \$25.

Dozens of models at \$25.00 alone—all on the most stylish lines, but with the conservatism which is essential in Suits for general wear. Of serge, wool poplin, gabardine, covert cloth and checked materials; black, blue and every fashionable color of spring.

## Afternoon Dresses, \$39.50 up.

Of taffeta and faille, gros de londres, crepe meteor and wide-striped marquisettes, some combined with lace and chiffon, some with beautiful hand-embroidered designs, dainty shirtings and other new features.

## Every Woman Should Have a Dress of Net

They are ultra-fashionable and delightfully becoming; they take to the new fullness and elaborate puffs and quillings with unequalled grace. In white they are delightfully fresh, cool and springlike—in black they are superb. Here in great variety, from \$25 to \$97.50.

## STREET DRESSES

of serge, taffeta, crepe de chine and wool poplin, in navy blue, black, sand and other colors, with dainty neck finishes, some in vestee and coat effects. Dresses that represent the utmost in style and value—especially emphasizing those, at \$10, \$15, \$25 and up.

## NEW COATS

Smart models of Gaberdine poplin and serge. A practical look about them that attracts many women. Conservative and elaborate styles. Light weight coats for motoring or for sea shores. Every new spring style feature pronounced. Make selections now—remarkable values at \$4.95 and up.

## To the Fore for Easter

## GEORGETTE CREPE BLOUSES

Some very elaborate models have arrived just in time for Easter week selling. Beautiful Georgette Crepe Blouses in white or flesh—many are exquisitely hand embroidered and finished with daintiest laces. The new convertible collar is very much in evidence—a wonderful showing at \$15 and \$19.50.

**NEW VOILE BLOUSES**—fascinating creations for the spring season. Several hundred, all new models, that came in by express yesterday will be ready Monday morning. Prices are very attractive, beginning at \$2.45, going up to \$6.50, \$7.50, \$12.50 and up to \$15.00.

THERE IS A CERTAINTY of satisfaction that goes with every purchase at the "Popular." And only six short shopping days remain—Easter purchases must be seen to at once. Every department breathes the spirit of the spring. The whole store is vibrating in unison with Easter and Fashion.

Charge Purchases Balance this Month Appear on April Bills

## Large Women

will find at the "Popular" the sizes that they require in the new Spring Suits, Dresses and other wearing apparel. Suits in sizes from 40 to 50, and a few even larger. Models that are especially designed for large women. All the new materials for spring are represented and all the colors desired are to be found in our complete stocks.



## Parasols

Scores of the newest shapes and colors. We mention in particular—

**VANITY FAIR ARCADIA**—turned up edges with gathering between ribs.

**MAGNOLIA**—Flounces piped in black and white to represent magnolia leaves.

**MANHATTAN MAID**—Deep cut between ribs; Florentine and Dresden effects.

**CHIN CHIN**—Straight 15 ribbed model in Japanese effect.

## NEW GLOVES

Women who are particular about the gloves they wear will find choosing here especially good. Two of the greatest makes anywhere—Kaysers and Fownes Silk Gloves—in plain and novel effects, in black, white and the new colors, and made with double-finger tips; two-clasp, 16 and 20-button lengths—50c to \$3 a pair.

## SMART NECKWEAR

Smart Neckwear—the most important part of the gown—more dainty, more frilly than ever! Fine lace Vests with high back, pleated collars, sheerest organdie collars and sets.

**CLEVER LITTLE ROLL COLLARS** vests and sets of organdie and lace—25c, 50c and up.

## TAILORING AND DRESSMAKING

for women who discriminate. Mme. Allen—dressmaking and designing.

Mr. Lazeres—ladies' tailoring. All work guaranteed, prices reasonable. Let these artists assist you in designing your costume.

## New Spring Millinery in Lovely Easter Array



We want you to note the distinction and exclusiveness of "Popular" Millinery. Special attention has been given to the selection of models. Here are Hats from the most prominent designers and from our own work rooms as well. A display inclusive as it is authentic and rich in its suggestions.

**FOR EASTER WEEK WE WILL SPECIALIZE HATS \$5.00, \$7.50 AND \$10.00 REMARKABLE IN VALUE**

If we could just place this wonderful showing of Easter Hats before you instead of this advertisement, certain it is that you would agree that they are remarkable in style and beauty as well as price.

Be it known that each one of the many Hats included is in the latest style. Notable in most pleasing effect are numerous inspirations from the great milliners of Europe and America. There are Box Turbans, Large Hats, Sailors, Medium Hats, Pokes, Small Hats—each with its own special appeal; characteristic Hats; Hats that are graceful, chic, striking, jaunty, youthful or demure, according to their creators' mood.

The newest Straws are represented, and the trimmings are of flowers, wings, quills or ribbons, skillfully placed. Black and the modish colors.

Values Extraordinary  
SPECIAL EASTER WEEK SHOWING OF SHAPES AT.....\$1.95

## The WASH GOODS SECTION

BEAUTIFUL WASH GOODS from American and foreign manufacturers. Wonderful designs and weaves for the Spring Season.

**ALLOVER EMBROIDERY** effects are much in favor—white grounds of voile, organdy and snowflake with dainty figures in colors, also a wide variety of plain white, widths from 36 to 45 inches and moderately priced at a yard.....\$2.00

**PRINTED MATERIALS** are more attractive than ever. The dainty Dresden effects are very prominent and the pretty striped voile, organdy, crepe and Batiste are exceptionally attractive. Priced 20c, 25c, 30c, 40c, and up to 75c a yard.

**SPECIAL MONDAY**—Blouse lengths in allover materials, 1-1/2 to 2-1/2 yard lengths—just 30 of these—ABOUT HALF PRICE.

**A Really Remarkable Value in UNDERMUSLINS**  
Choose from 20 Styles

Monday and as long as this particular lot lasts—we will sell women's petticoats at 49c. Very fine quality English longcloth, muslin and Nainsook garments, neatly trimmed with dainty laces and embroidery—ribbon run—Special.....69c

## BASEMENT OFFERINGS OF IMPORTANCE

**"TISSUE DE SOIE"**—A beautiful quality silk finished Tissue 30 in. wide in a great range of well selected patterns. This is a most seasonable Basement offering, at yard.....10c

**DEVONSHIRE CLOTH**—Special 17 1/2-c yard. This splendid fabric for outing and children's wear with the manufacturer's guarantee as to fastness of color, will be a Basement special for Monday, at yard.....17c

**CHEVIOT SHIRTING**—A heavy quality for work shirts and general hard usage. In stripes, checks and plain colors. Monday special.....6c

Read our men's ad today in sport section, on page 3. The new Hart Schaffner & Marx, Rogers Peet and "Fitform" clothes for Easter are ready.

## Easter Apparel For the Children

BEAUTIFUL STYLES, SPLENDID QUALITY, MODERATE PRICES.

### Easter Frocks and Confirmation Dresses.

A world of new dainty White Dresses of Net, Crepe de Chine, French Lingerie Cloth and beautiful Organdies. Nothing could be more desirable for the young miss. Also dresses in delicate light shades, blue, pink and other colors, priced \$2.50 to \$25.00.

### CHILDREN'S WHITE LINGERIE DRESSES FOR 50c

Inexpensive but cute little dresses that are very neat and serviceable. White lingerie dresses in sizes from 2 to 6 years. Daintily trimmed in pretty laces. A great lot of them ready for your choosing Monday morning, each 50c.

## NEW MODEL CORSETS

for spring and summer are here, and the making of the wardrobe cannot proceed without the correct corset which is so essential to the success of the suit or gown. Among the many spring models is one sure to be especially adapted to you, whether your figure is medium, slender or full.

New Gossards—they lace in front. New Mme. Lyra, American Lady, Warner's, Regis and Nemo Corsets. Prices from \$1 to \$15.

We desire to also announce the arrival of the new Brassiers for the spring and summer.

## Easter Footwear at the "Popular" Has That Touch of Exclusiveness

Never has a spring season found "Popular" Footwear so pre-eminent. Styles in perfect accord with the newest fashion ideas. In particular we mention—

### ANKLET PUMPS

pictured at the right and a great favorite among the new creations for Easter. Patent leather with Louis Cuban heels—shown at the "Popular" only—pair, \$5.

### RUSSIAN BOOTS

Imported blue kid, with patent leather cuffs, inlaid with putty kid and trimmed with brass military buttons. Desirable for wear with the new short skirts—priced at \$15 a pair.

### THE NEW PUMPS

made by Wright & Peters. Combinations of patent leather with sand cloth quarters. Also bronze kid with brown cloth quarters. Wide strap effect with two fancy buttons on side; French toes—priced at \$6 pair.

Newest styles in Misses' and Children's Pumps and Oxfords. Complete lines for spring and Easter are now in and ready for selection.



## ALL MAIL ORDERS

Are given our immediate and most careful attention. You may shop here by mail with the same assurance of satisfaction as if you came to the store in person. When ordering by letter kindly make your instructions as clear as possible.

Boys and Girls—have you taken advantage of Our Free Circulating Library which is located in Boys' Dept., Second Floor.

**The Popular**  
DRY GOODS CO., INC.

## Great Button Event Starts Monday

500 Gross of Clear Pearl Buttons at DOZEN

**3 cents**

A DOZEN

These are the La Mode Pearl Superior Quality Buttons in assorted sizes suitable for infants, children's and women's wear. Some are slightly imperfect and for that reason we shall sell the entire 500 gross at about a third what you would ordinarily pay—dozen.....3c

A trip around our windows will be of special interest at this time as we are showing new Easter apparel for every member of the family.

## THE WORLD'S BEST SILKS

Are here at the "Popular." America's accepted colors and qualities.

Foulards and Pussy Willow Taffeta, in Coin and Polo Dot patterns in combinations of sand and Copenhagen, battleship gray and navy, sand and brown, navy and white, putty and black; 40 inches wide, \$1.75 a yard.

Pompadour Warp Print and Embroidered Taffeta—in both street and evening shades; splendid quality high grade fabric priced \$1.50 to \$2.50 a yard.

Silk and Wool Poplin—in shades of sand, putty, battleship gray and Heligum blue. In all the desired weights, prices range from \$1.00 to \$1.50 a yard.

Tub Silks and Silk Shirtings 69c to \$2.00 a yard.